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War Finance - Canada - Victory Loans.

THE **VICTORY CAVALCADE**

WAR FINANCE WORKERS' SALES KIT



EIGHTH
VICTORY
LOAN



**MAKE SURE YOU
WIN THE . . .**



**SELL MORE BONDS
THAN BEFORE . . .**

A Final Message to All

WAR FINANCE WORKERS

FROM here in—you're on your own. You've had your meetings—you know your quota—and you've been given your list of prospects. Now—it's up to you! Your team depends on you to go out and sell more bonds to each prospect than ever before and go away over the top! And you can do it.

You can do it because you were selected for your patriotism, for your enthusiasm and for your determination to do a thorough selling job. You know how to analyze each prospect—how to plan your work—and how to make the right sales approach in every interview.

Study your selling plan. It has plenty of ideas that will help you in your campaign.

Read the Quiz Book. It has the answers to the questions most frequently asked by your prospects.

One final word. You are selling the finest investment anyone can make. You are selling security—and a tangible share in the war effort. Do your level best to help make the Eighth Victory Loan the most successful of all!

NOW . . .

Get Ready



Get Set



Go!



HERE'S A SELLING

Study It! . . . Use It! . . .

1. GET IN AND GET GOING!

Be prepared. Be cheerful. Be confident.

Have applications ready to sign.

Start canvassing right after the Mass Meeting.

Sell your best prospects first—they set the pace.

Appeal to pride—aim high—ask for big orders.

2. GET THEIR INTEREST!

Show what Victory Bonds will do for them.

Victory Bonds back up our fighting men.

Victory Bonds are funds for emergencies.

Victory Bonds will make post-war plans come true.

Appeal to competitive spirit—ask for help to win the
“V” Flag.

Be sure every application form is accurately completed . . . Make sales reports promptly . . . Review your canvass.



PLAN THAT WORKS

And Increase Your Sales!

3. TALK THEIR LANGUAGE!

Ask questions. Be a good listener. Be persistent.

Find out what each prospect wants most.

Then focus your selling story on this desire.

Agree with your prospect's ideas—don't argue.

Appeal to patriotism and self-interest.

4. GET THE ORDER BY ASKING "WHICH?"

Always give the prospect a choice between "something" and "something else".

"Which would you like—\$200 for cash or \$300 on payroll?" or

"Which do you want—\$400 in bearer bonds or a \$500 fully registered bond?"

Always offer the choice between "buying" and "buying more".

Appeal for a cash order after selling on Payroll. Sell them up.

Go back over the list with the determination
to sell extra Bonds to those who should and
can buy more.



Saving and Lending are Vital *BECAUSE...*

Canada Needs our Money **NOW...**



Saving **NOW** Keeps down Living Costs . . .



Saving **NOW** is Post-War Planning . . .



Saving **NOW** Means Happier Living . . .





THIS IS TO CERTIFY THAT

HAS PURCHASED VICTORY BONDS
OF THE

Eighth Victory Loan
OF THE
DOMINION OF CANADA

J.H. Ulster
MINISTER OF FINANCE

APRIL-MAY
1945

2 - WAY STARS

EIGHTH VICTORY LOAN



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Hamilton Public Library

<https://archive.org/details/victorycavalcade00unse>

Congratulations
DOMINION
OF CANADA

You've made
the **BEST**
investment in
the world.

WHAT YOU SHOULD KNOW

WHAT ARE VICTORY BONDS?

Victory Bonds are the promise of the Dominion of Canada to repay to you, on the date shown in your bond, the money you loaned and to pay you interest at 3% until the money is paid back.

VICTORY BONDS ARE VALUABLE—TAKE CARE OF THEM

Keep your Bonds in a safe place even if they are registered in your name. Any Bank will look after them for you at a charge of 25¢ a year up to \$250.00 and 5¢ a year on every \$50.00 over that amount.

VICTORY BONDS ARE THE BEST SECURITY FOR A LOAN

If you require money for an emergency there is no need to sell your Bonds. Any Bank and most Loan and Trust Companies will loan you money on them at a low rate of interest. When the loan is paid off, you get your Bonds back.

VICTORY BONDS CAN BE READILY SOLD

If you need money for longer periods and a loan won't do, you can sell your Bonds easily and quickly at any Bank, Trust or Loan Company or through any Investment Dealer or Broker.

ABOUT YOUR VICTORY BONDS

VICTORY BONDS PAY INTEREST REGULARLY

Bearer bonds and bonds registered as to principal have coupons attached which show when interest is payable. Clip off the coupons as they are due and any Bank and most of the Loan and Trust Companies will cash them for you without charge. Interest on fully registered bonds is paid half yearly by cheque sent by mail to the registered holder.

HERE ARE THE DATES TO CASH YOUR VICTORY BOND COUPONS

Interest due	Victory Loan	Principal Repayable in
June 15 and Dec. 15	1st	1951
Mar. 1 and Sept. 1	2nd	1954
May 1 and Nov. 1	3rd	1956
May 1 and Nov. 1	4th	1957
Jan. 1 and July 1	5th	1959
June 1 and Dec. 1	6th	1960
Feb. 1 and Aug. 1	7th	1962
Apr. 1 and Oct. 1	8th	1963

KEEP YOUR VICTORY BONDS

Victory bonds are your share in Victory. Don't exchange them for something of doubtful value - buy all you can - keep all you can. INVEST IN THE BEST and insure your future security.

How to Get Delivery of Your Victory Bonds

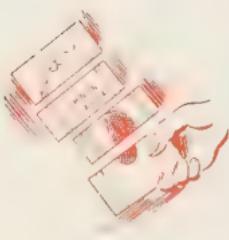


IF YOU HAVE PAID FOR THEM IN FULL

Call at the Bank, Trust or Loan Company you named on your application within one week if you bought bearer bonds or bonds registered as to principal, and they will make delivery of them to you. If you bought fully registered bonds, call in about six weeks for delivery.

IF YOU HAVE PURCHASED ON THE MONTHLY SAVINGS PLAN

The Bank, Trust or Loan Company through which you are making your payments will keep your bonds for you until they are paid for. Keep your payments up to date, and remember you can always pay up in advance if you have extra cash. When your bonds are paid for, don't forget to arrange about delivery.



IF YOU HAVE PURCHASED ON THE DEFERRED PAYMENT PLAN

The Bank, Trust or Loan Company you specified will hold your bonds for you until you complete your payments. You can pay them up at any time or at different times—whenever you have extra cash. When you do get them paid for don't forget to arrange about delivery.

IF YOU MARKED YOUR APPLICATION "WILL ARRANGE"

Call at your Bank, Trust or Loan Company promptly and make arrangements with them regarding payment. They will deliver the bonds to you as soon as payment has been completed as outlined above.



VICTORY BOND

Quiz



YOUR \$64.00 QUESTIONS

Answered

NATIONAL WAR FINANCE COMMITTEE



Foreword



THIS booklet is for War Finance Workers and others connected with the Payroll Savings Section of the National War Finance organization.

It provides answers to those questions which come up most frequently in the course of each Victory Loan campaign. The answers are stated simply and briefly. They avoid technical matters of interest only to experts, and stick to main principles of interest to all.

Read this booklet from cover to cover. You'll find it helpful and interesting.

VICTORY BOND QUIZ

Facts About Victory Bonds



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VICTORY BOND QUIZ

Facts About Finance



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VICTORY BOND QUIZ

Facts About Victory Bonds



Q: What are Victory Bonds?

A: Victory Bonds show you have loaned money to Canada to help win the war. They are your country's promise to return your money to you—and, in addition, to pay you interest on that money every half-year until you get it back.

This promise—a promise which has always been fulfilled—is backed by all the wealth and resources of Canada.

Q: When will Victory Bonds be paid off?

A: Canada will pay back your money when the Bonds reach their maturity date. This date is shown on each Bond.

Q: Can Victory Bonds be turned into cash before maturity?

A: Yes. You can sell them at any time—or, if the need for cash is only temporary, you can always use them as security for a bank loan.

Q: Can Victory Bonds be sold easily?

A: Yes. Just take them to any bank, investment dealer, stock broker, or trust company. The current sales value of the Bonds, including interest up to the day of sale, will be paid to you while you wait.

There is always a ready market for Victory Bonds.



Q: Are Victory Bonds good security for a bank loan?

A: Yes. They are the best security for a loan you can own.

Loans secured by Victory Bonds bear interest at special, preferred rates. The cost of a loan to

you is very small, because the interest you receive on your Bonds pays a large part of the interest which your bank charges on the loan.

By using Victory Bonds as security, it is very easy to get a bank loan for personal or business purposes.



Q: Should Victory Bonds be held until after the War?

A: Your Bonds are your own property. You are free to sell them any time you wish.

When you buy Bonds, you are helping to win the war, and to fight the home front battle against inflation. When you sell your Bonds, you are withdrawing this help.

Unless it is absolutely essential to sell your Bonds, it is your patriotic duty, and in your own best interests, to "keep your savings in uniform" for the duration.

Buying Bonds is important—holding on to them is equally important.

Q: What is the difference between Bearer Bonds and Registered Bonds?

A: The main difference between Bearer Bonds and Registered Bonds is that Registered Bonds give you better protection in the event that your Bonds are lost, stolen, or accidentally destroyed.



Bearer Bonds may be sold at any time by any person holding them. Interest coupons attached to Bearer Bonds are payable to any person who presents them for payment. In short, Bearer Bonds are almost as liquid as a dollar bill.

There are two ways you can have Bonds registered in your name. First, there are Bonds registered as to principal only. And, second, there are Bonds registered as to both principal and interest.

Bearer Bonds in any denomination may be registered as to principal. Bonds of \$500 and larger amounts can be exchanged for Bonds

registered as to both principal and interest. Registered Bonds can be converted at any time into Bearer Bonds. The registration or deregistration of Victory Bonds may be arranged through any bank.

Registered Bonds can be sold only if you sign a special form known as a "Power of Attorney", and have the Bonds transferred to Bearer form.

Bonds registered as to principal, like Bearer Bonds, bear interest coupons which can be cashed by any person who presents them for payment. But, no interest coupons are attached to Bonds registered as to both principal and interest. On each interest date, the Bank of Canada, as fiscal agent of the Government of Canada, mails you a cheque for the amount due.

Q: How is interest paid on Victory Bonds?

A: Interest is paid every half-year. The dates when interest is due are shown on each Bond.

A sheet of interest coupons is attached to Bonds in bearer form and to Bonds which are registered as to principal. One of these coupons falls due each half-year. On each interest date you cut off the coupon that falls due at that time and cash it at a bank.

No interest coupons are attached to Bonds which are registered as to both principal and interest. On each interest date, the Bank of Canada, as fiscal agent of the Government of

Canada, mails you a cheque for the amount due. This cheque can be cashed at any bank.

On Victory Bonds of recent Loans, the first interest payment has covered a period of a little longer or a little shorter than six months. But, the second—and all later interest payments—fall due each six months.



Q: How do you keep Victory Bonds safe?

A: It's best to keep them in your own safety deposit box with a bank or trust company. Or, any bank will keep your Bonds in its security vault for a small annual charge.

If you keep your Bonds at home or at your place of business, it is best to have them in registered form. But, whether they are in bearer or registered form, be sure to keep them in the safest place possible. And, be sure to keep a record of the serial numbers of the Bonds in a separate, safe place. These numbers will be valuable should the Bonds be lost, stolen, or accidentally destroyed.

Q: How much does a bank charge to keep Victory Bonds in its security vault?

A: The charge is 25 cents a year for \$250 or less of Bonds, plus 5 cents a year for each additional \$50 of Bonds.

For this charge, the bank will keep your Bonds safe, and will also clip and cash your interest coupons as they fall due, and credit the money to you in a deposit account.

Q: What steps should be taken if Victory Bonds are lost?

A: The moment you know of the loss write the Bank of Canada, Ottawa, or its nearest branch, giving all the circumstances of the loss. You should give details of the maturity date of the Bonds, their denominations—and, if available—the serial numbers of the Bonds.



If the Bonds have been lost or stolen, it would also be advisable to furnish your local Police Department with the same information.

Q: What is the Payroll Savings Plan?

A: It is a simple and easy way to buy Victory Bonds out of future earnings. You place your order for Bonds through your employer. Then, you pay for the Bonds by regular savings assignments from your wages over the next five or six months. After you have completed the final payment, your employer delivers the Bonds to you.

Q: What happens if it becomes impossible to complete payment for Bonds bought under the Payroll Savings Plan?

A: If you think you can resume payments within a reasonable time, see your employer and try to arrange a temporary postponement of the amount you owe.



Otherwise, your employer can arrange to have your Bonds sold at the prevailing market price. The difference between the proceeds of sale and the amount you then owe on the original cost of the Bonds will be paid to you immediately.

VICTORY BOND QUIZ

Facts About Finance

Q: Where do we get the dollars to pay for the war?

A: Partly from taxes and partly from loans.

Since 1939, Canada has spent \$22 billions, of which nearly \$18 billions has been for war. On average, each \$1 of this outlay has come about 50 cents from taxes and 50 cents from Victory Loans and other borrowings.

Q: Will Canada's outlays go down after the end of the German war?

A: Sure, some costs will disappear. We won't be using up things like bullets and bombs in Europe. But, other costs go on.

For instance, the boys in uniform have to be fed, housed and brought home. This all costs money—large amounts of it. Then, the Japs remain to be beaten. And, that's a big job. It's true our Allies will carry a large share of the load. But, Canada must play her part.

Moreover, even after peace returns, large outlays will go on for a while. Dollars in hundreds of millions will be spent to get our fighting men

started in civilian life. And, Canada—like other countries—will have to help feed and clothe people in liberated areas, and help them to get going again.

In short, Canada's outlays will be large for some time after Germany goes under.

Q: Have we enough money to pay for the war as well as our own living expenses?

A: Yes. The money we earn equals the value of the things we produce. If we spent all our money we could buy all our production.

But, half our production is needed for war. The other half is left for us.

Our taxes and our savings enable our country to buy the half needed for war. The money we have left buys the part of production available for us.

Q: Why are we giving away supplies to our Allies?

A: Canada produces a huge volume of war supplies, raw materials and foods. Part of these we need in Canada. Part we need for our Armed Forces overseas. And, part is needed by our Allies.

We are partners with our Allies in the fight against the common enemy. So, it's only fair and sensible that we should share supplies with them. Our Allies pay for large quantities of the things they get from Canada. But, they haven't enough Canadian dollars to buy everything they urgently need. So, the things they need, and can't pay for, are being transferred to them free of charge under our scheme of Mutual Aid.

The production of these supplies gives jobs and incomes to Canadian workers. And, more importantly, the transfer of war supplies to our Allies hastens Victory, and saves lives.



Q: Why does our country raise money by Victory Loans?

A: There are three reasons. First, Canada needs dollars to pay war costs—to buy bullets, bombs and guns, to pay the men in uniform, and so on. Taxes cover part of the needs. The balance must come from Loans.

Second, Victory Loans help to hold down the cost of living. In wartime, supplies are limited. There is more money to spend than there are things to buy. We compete with one another for what is available. This puts upward pressure on prices. When we postpone our spending to a later day, and invest our dollars in Victory Bonds, there is less competition for supplies, and less pressure on prices.

Third, Victory Loans enable us to build up a reserve of savings for future needs and wants. And, the spending of wartime savings in the days to come will give jobs and incomes to Canadian workers.

Q: Why not collect all the money needed for war by taxation?

A: We can't rely on taxation to pay all the costs of the war. The best we can do is to increase taxes as far as possible without creating undue hardship or undermining our desire to work.



If the personal circumstances of everybody in Canada were identical, it might be possible to pay all our war costs by taxation. We might then work out a system of taxation which would involve equal sacrifices by all.

However, the personal circumstances of people in different income levels—and more important, the circumstances of different people in the same income level—vary widely. There is no system of taxation which could give special consideration to all these variations. So, any attempt to cover all our war costs by taxation would mean unbearable hardships for thousands and thousands of people.

In addition, there is the important question of incentive. We want people to work as hard as

possible. The higher the taxes, the less we get for our work—and the less incentive there is for us to work. This means that too high taxes would result in some of us not working as hard as we possibly can.

Q: Why can't the rich people pay enough taxes and buy enough Bonds to pay the costs of the war?

A: The rich people—like people in every other income level—must do their full share. But, they can't do it all. Part of the burden falls on each of us no matter how large or how small our income may be.

A large part of the burden must be borne by people with modest incomes because 9 out of every 10 people at work earn less than \$2,500 a year—and \$8 out of every \$10 of national income is received by these people. Most of the increase in personal incomes over the war years has been received by those of us who earn less than \$2,500 a year.

The well-to-do can, and do, pay high taxes and save as much as possible. But, they are so few in number, their total tax payments and their total savings cover only part of our war costs.

Those of us who have modest incomes must each do our share. There are so many of us that our total taxes and our total savings add up to an immense sum.

Q: What is meant by inflation?

A: Inflation means runaway prices—a persistently rising cost of living. Let's see how it starts, and how it could grow if we did not keep things under control.

In wartime, more people are working, farm incomes are high. Money to spend grows larger and larger. But, a large part of production is needed for war.



Consumers cannot get all they want. When things are scarce, people will pay more and more for what is available. Prices and the cost of living begin to go up and, before long, workers demand higher pay.

Each increase in pay would step up costs of production. To keep in business, producers and dealers would ask higher prices. Each increase in prices would lead to new demands for higher pay as workers tried to keep up with the cost of living. Rising costs and prices would keep pushing each other up and up.

For most people, wages and salaries would never catch up with living costs. Money

would buy less and less. Most of us would suffer, some more than others. Hardship, despair and confusion would sweep over factory, farm and home. Production of war and other goods would slow down.

Inflation also has a hangover. A dizzy rise in prices in wartime would be followed by a collapse in prices, and in incomes, when the pressures of war disappear. The effects of the deflation would be just as disastrous as the effects of inflation. It would mean more hardship and misery. It would mean upheaval and unemployment on a very large scale.

Inflation would create tremendous problems both for the present and the future. Since the start of the war, we have recognized the dangers of inflation and have taken definite steps to control prices and the cost-of-living. The willingness of the public to save to buy Victory Bonds has been a vital factor in the success of this program.

Q: How are we fighting inflation?

A: We are fighting inflation in many ways.

A ceiling has been set on prices. Costs of production, including wages and salaries, are controlled to prevent higher costs from pushing up the ceiling. Supplies are divided fairly among producers and merchants. Certain necessities of life are being rationed to ensure a fair share to everyone.

Then, our spending power is being reduced by high wartime taxes and by Victory Loans. Every cut in our spending reduces the competition for

available supplies. It keeps down pressure on the price ceiling and the need for rationing.

Our government has made careful plans to keep the cost of living under control. But, our co-operation is essential to make these plans work. We must economize and buy wisely. We must make old things do. We must resist the lure of luxuries. We must not ask for higher pay for our services, or for higher prices for the things we have for sale. And, we must save the largest possible amount of our incomes to buy Victory Bonds.

Q: Can we carry our war debt?

A: Yes. And, we can also carry further increases in debt which may take place after the war ends.

Many people forget that national debt is quite different from personal debt. Personal debts are



owed to other people. They can be paid only by the sacrifice of wealth or income on the part of the person owing them.

But, national debts—such as Victory Loans—are owed by the nation to itself. It does not make a sacrifice of wealth or income to pay off the debt, or to pay interest on the debt. It

simply raises money from taxpayers and others and pays it out to bondholders. This transfer of money amongst its own people leaves the nation—as a whole—neither richer nor poorer.

Of course, there are limits to the amount of money that can be shifted around in this way. And, the more we borrow, the closer we get to the limit. While we cannot go on increasing our debt at the present rate forever, we can be completely confident about our ability to carry a larger debt than we have today.

Q: Why doesn't the government pay war expenses by borrowing from the chartered banks?

A: The government can and does borrow some money from the chartered banks. But, this type of borrowing must be held to a minimum.

When the government borrows from the banks, it gets the dollars it needs to pay war expenses. But, we are left with our money—far more than we need to buy the limited supplies available for our use. If the government relied too much on bank borrowing, the excess of our money over available supplies would grow larger and larger. Finally, our competitive bidding for available supplies would get so great that the price ceiling would crack wide open, and the cost of living would start to climb.

There would be little, if any, danger of inflation if the government borrowed from the banks at a time when there was plenty of surplus productive capacity and surplus manpower—and, provided, of course, that the borrowing was held within reasonable limits. But, right now our

productive capacity is going "all out", man-power is scarce, and civilian supplies cannot be increased.

The inflationary danger in bank borrowing is very real at the present time. Our government must rely as much as possible on taxation and borrowing from us, and as little as possible on borrowing from the banks.



Q: What about the market value of Victory Bonds after the war?

A: Here are two official statements on this subject, one by the Minister of Finance, the Hon J. L. Ilsley, and the other by the Governor of the Bank of Canada, Mr. Graham F. Towers:

HON. J. L. ILSLEY:

"It will be of the greatest importance that we maintain, indeed assure, a ready and stable market for all these millions of bonds that we have sold. We have now the monetary and financial machinery and we have developed the methods for accomplishing this, and we will therefore be able to deal with any situation which may develop in a way which will keep faith with the millions of investors who are supporting the savings program in this national emergency."

MR. GRAHAM F. TOWERS:

"Government bond prices reflect the level of interest rates. A decline in bond prices could happen only if interest rates were to rise. In my opinion, the needs of the future will require and enable the kind of monetary policy which has brought about the current level of interest rates. Continuance of this policy means stability in Victory Bond prices."

Q: How many people own Victory Bonds?

A: Over $2\frac{1}{2}$ million people own Victory Bonds.

Q: Have people more money than there are things to buy?

A: Yes. After paying personal taxes, individuals have about \$1 of spendable income for each 70 cents of new things to buy at current prices.

This excess, as well as past savings, should be invested in Victory Bonds.

Q: Do the Armed Forces buy Victory Bonds?

A: Yes. In the Seventh Loan, members of the Armed Forces bought nearly \$57 millions of Bonds. About \$16 millions of this total was from the Armed Forces overseas.

NATIONAL WAR FINANCE COMMITTEE

APRIL, 1945



**PLAY YOUR PART
IN WINNING THE "V" FLAG**

VICTORY LOAN---Cash Purchase Form

I hereby authorize The Corporation of The City of Hamilton to purchase for my account VICTORY LOAN BOND(S) in denominations as marginally noted, in full payment for which I attach a cheque or cash for \$.....

.....x 1000
.....x 500
.....x 100
.....x 50

Date....., 194 Department..... Division.....

Address Signature

I acknowledge receipt of bond(s) Serial No's.:

\$1000.	\$500.	\$100.	\$50.
.....
.....
.....
.....

Date....., 194

Signature

VICTORY LOAN

Employee Cheque Form

AFFIX
CHEQUE
STAMP

Account No., 194

Pay to the order ofRECEIVER GENERAL OF CANADA

the sum of..... Dollars \$.....

To
(Name of Bank, Trust or Loan Company)

(Branch and Address)

(Signature)

DO NOT DETACH

Hamilton Municipal Employees' Credit Union Limited

Please purchase \$..... worth of Victory Bonds.

Charge to Credit Union Account No.

Value	Per Pay	Per Week	Or I Can Pay
\$ 50.00	\$3.00	\$1.50 per pay
\$100.00	\$5.00	\$2.50 per week

.....x 1000
.....x 500
.....x 100
.....x 50

See Reverse Side

PLEASE CHECK PLAN DESIRED

If not a Member this is my application
for Membership in the CREDIT UNION.

I am a member at present:

Signed

Yes..... No.....

Membership fee 25c.

Department

Division

HOW TO BUY A \$100. BOND

The Credit Union buys your Bond for cash and you buy from the Credit Union by installments. Your Bond is insured against your death or disability and your Estate would receive the Bond fully paid up, even if you have not yet paid one installment. This Insurance service is only obtained through the Credit Union Plan.

Plan—1 (One year to pay) You pay \$9 per month for 11 months and \$4.15 the twelfth month—a total of \$103.15.

Plan—2 (6 months to pay) You pay \$17 per month for 5 months and \$16.75 the sixth month—a total of \$101.75.

You will receive your Bonds with all interest coupons attached.



EMPLOYED BY APPLICATION FORM 8th VICTORY LOAN EMPLOYEE

To, Bank of Canada, fiscal agent of the Government of Canada:
I/WE hereby agree to purchase bonds of the Eighth Victory Loan, as designated below, and to make payment therefor in accordance with the terms of the official prospectus of the loan.

PURCHASER'S
NAME AND
COMPLETE
POSTAL
ADDRESS

(Print full name and state whether Mr., Mrs. or Miss)

Business _____

Home _____

(Telephone number)

(Complete and correct postal address)

I/We will take delivery of the bonds described herein at:

METHOD
OF
DELIVERY

(Name of Bank, Trust or Loan Company)

(Branch and Address)

PURCHASER INITIAL IN THE RECTANGLE AT THE RIGHT IF SAFEKEEPING SERVICE IS DESIRED
I/We hereby authorize the above-named Bank, Trust or Loan Company to retain the bonds in safekeeping at my/our expense. ★

The purchaser must indicate the desired method of payment by initialling in the appropriate rectangle. If a cheque is attached for the initial payment on the Monthly Savings Plan or Deferred Payment Plan, initial in rectangle 1. If subsequent Monthly Savings Plan payments are to be debited to the purchaser's account, initial in rectangle 3.

METHOD
OF
PAYMENT

Cheque attached in favour of the Receiver General of Canada in full or partial payment. 1

Will arrange with above-named Bank, Trust or Loan Company. 2

The above-named Bank, Trust or Loan Company is hereby authorized to debit my/our Current/Savings Account with payments as due on my/our Monthly Savings Plan application. 3

ACCOUNT No.

Use separate copies of this form for each maturity and for each fully-paid or monthly savings plan or deferred payment plan application.

AMOUNT
(PAR VALUE)
OF BONDS

Maturity	Fully-Paid	Monthly Savings Plan	Deferred Payment Plan
3% BONDS DUE 1st October, 1963	\$	\$	\$
1 3/4% BONDS DUE 1st November, 1949	\$	\$	\$

(*) A signed Deferred Payment Letter must be attached.

3% Bonds due 1st October 1963

1 3/4% Bonds due 1st November 1949

BEARER BONDS WITH COUPONS ATTACHED	x \$50	x \$100	x \$500	x \$1,000	x \$5,000
	x \$1,000	x \$5,000	x \$25,000	x \$25,000	x \$100,000
◆ REGISTERED ONLY AS TO PRINCIPAL	x \$50	x \$100	x \$500	x \$1,000	x \$5,000
	x \$1,000	x \$5,000	x \$25,000	x \$25,000	x \$100,000
◆ REGISTERED AS TO BOTH PRINCIPAL AND INTEREST	x \$500		x \$1,000	x \$1,000	x \$5,000
	x \$5,000	x \$10,000	x \$100,000	x \$10,000	x \$100,000

◆ If registered bonds desired complete the registration instructions on reverse hereof.

This application may be reported to
the National War Finance Committee.....
(Purchaser's initials)

Name.....

Division.....

Unit.....

District.....

AFFIX
STAMP
3c. to \$100
6c. over \$100

ACCOUNT No.

CHEQUE

1945

PAY to the credit of the RECEIVER GENERAL OF CANADA the sum of

DOLLARS \$

To.....
(Name of Bank, Trust or Loan Company)

(Branch and Address)

(Signature)

ACKNOWLEDGMENT OF APPLICATION — EIGHTH VICTORY LOAN

The undersigned Victory Loan Salesman, Bank, Trust or Loan Company has received from

(Name)

(Address)

an application for \$..... of 3% BONDS due 1st Oct. 1963 or \$..... of 1 3/4% BONDS due 1st Nov. 1949
(par value) (par value)

Bearer bonds or bonds registered as to principal only will be available not later than one week after payment in full, or immediately upon completion of Monthly Savings Plan or Deferred Payment Plan payments. Fully registered bonds will be available within six weeks after payment in full. Purchasers should call promptly to take delivery of bonds. This acknowledgment should be presented when calling for bonds, or when making Monthly Savings Plan payments. Interest will be charged on overdue payments.

(Name and Address of Bank, Trust or Loan Company where bonds will be available)

Date..... 1945

(Signature of receiver of application)

★ The Chartered Banks' published rate for safekeeping Victory Bonds is 25c per annum up to \$250 and 5c per \$50 in excess of \$250.

SEE REVERSE HEREOF FOR SCHEDULE OF MONTHLY SAVINGS PLAN PAYMENTS

REGISTRATION

The following are the types of registration which may be used:

- (i) In the name of one person; e.g., John Smith (in the case of a married woman *her* own Christian or given name—not her husband's—must be given; e.g., Mary Smith).
- (ii) In the names of two or more persons jointly; e.g.,
 - (1) John Smith and Mary Smith.
 - (2) John Smith, Mary Smith and James Smith.
- (iii) In the names of two or more persons jointly and the survivor or survivors of them; e.g.,
 - (1) John Smith and Mary Smith and the survivor of them.
 - (2) John Smith, Mary Smith and James Smith and the survivor or survivors of them.

NOTE.—The words "or either or survivor" or "or either of them" must not be used in registrations of this or any other type.

- (iv) In the names of corporations, societies, lodges, etc. Such registrations should not include the names of officials, as these officials may be continually changing; e.g.,
 - (1) The Maple Creek Development Co. Limited.
 - (2) The Law Society of Saskatchewan.
 - (3) Greenwood Lodge No. 100, I.O.O.F.
- (v) In the names of executors, administrators or trustees of estates; e.g.,
 - John Smith, Executor of the Estate of Mary Smith.
- (vi) In the name of a Trustee for a minor, or a Guardian for a minor; e.g.,
 - John Smith, Trustee for Mary Smith, minor.

REGISTRATION INSTRUCTIONS

Name.....
(Print full name(s) in which bonds to be registered. Omit titles and prefixes, e.g. Mr., Mrs. or Miss)

(Print complete and correct postal address)

NOTE:—In the case of fully registered bonds when it is desired to have interest cheques forwarded to a Bank, Trust or Loan Company for deposit to the credit of the registered holder, insert (instead of the address of the registered holder) the full name and complete address of the Bank, Trust or Loan Company to which the interest cheques are to be sent.

If bonds are to be registered in a name other than that of the purchaser,
approve above instructions by signing here:

(Signature of purchaser)

RECEIPT FOR BONDS

I/We hereby acknowledge receipt of the within-described bonds of the Eighth Victory Loan.

Serial numbers of bonds.....

.....
(Date)

.....
(Signature)

This panel is for the use
of the Bank, Trust or
Loan Company only.

REMITTED TO THE BANK OF CANADA
FOR CREDIT OF
RECEIVER GENERAL OF CANADA

Application No.		TO BE COMPLETED ONLY BY THE BANK, TRUST OR LOAN COMPANY.					NON-NEGOTIABLE	
		SCHEDULE AND RECORD OF MONTHLY SAVINGS PLAN PAYMENTS						
Date Due	Monthly Payment	Amount Due for payment in full		Date Payment Received by Bank, Trust or Loan Co.		Amount Paid to Bank, Trust or Loan Co.	For Bank, Trust or Loan Co. named on the reverse hereof	
		3% Bonds	1 1/4% Bonds					
On Application.....	\$10 per \$100 bond.....	\$100.00	\$100.00					
On 1st June 1945.....	\$18 per \$100 bond.....	90.18	90.11					
On 3rd July 1945.....	\$18 per \$100 bond.....	72.36	72.21					
On 1st August 1945.....	\$18 per \$100 bond.....	54.50	54.29					
On 1st September 1945....	\$18 per \$100 bond.....	36.59	36.35					
On 1st October 1945.....	\$100.....	18.64	18.37					

The last payment on 1st October 1945, covers the final payment of principal, plus .64 of 1% in the case of the 3% bonds and .37 of 1% in the case of the 1 $\frac{3}{4}$ % bonds representing interest accrued to the due dates of the respective payments. On completion of the above payments the purchaser will receive bonds in the form specified. The amount of the first coupon or interest cheque will represent the interest from 1st May 1945 at the full rate payable on the bonds and will be payable to the purchaser of 25% bonds on 1st October 1945.

This acknowledgment should be presented to the Bank, Trust or Loan Company when making Monthly Savings Plan payments and surrendered when the Bonds are delivered.

Interest will be charged on overdue payments.

BUY BONDS THE CREDIT UNION WAY

We will shortly see the opening of another Victory Loan campaign and we know that every member will respond as in the past, to the fullest extent of their ability. For the benefit of members wishing to buy through the Credit Union, we would bring to your attention a number of interesting facts.

In the past, a number of members have withdrawn some of their share savings to purchase bonds. In fact, during the last Victory Loan campaign, savings were withdrawn to the extent of \$10,000. Perhaps members purchasing in this manner did not realize the consequences of this method. While you may figure you are saving money, you are in reality, much better off using one of the plans as shown below.

Every member should realize that for every dollar you deposit in the Credit Union before the age of 55 years, you receive absolutely free, one dollar of insurance as well. So that when you withdraw \$100 from your share savings, you automatically cancel \$100 of your insurance as well. A good example of the result of this came up in the last Victory Loan. A member insisted upon withdrawing \$200 from his share savings to buy bonds. Unfortunately he passed away shortly after. As a result, his estate received \$200 less from his account and \$200 less from his insurance - a loss of \$400. Had he purchased on the instalment plan, his estate would have received the additional \$400, his instalments would have been cancelled and the bonds would have been turned over to his estate, paid up.

We would also point out that for every \$100 withdrawn from your share savings you are losing \$3.00 a year in interest. If you will examine the plan shown below, you will note that it costs you \$3.15 to spread your instalments over one year. You lose \$3.00 in interest so that for the 15¢ difference, you are cancelling \$100 of insurance.

For the benefit of members who are prejudiced against borrowing money, we would point out that the plans shown below do not entail borrowing. The Credit Union, as a service to its members, purchases the bonds and re-sells them to you on a deferred payment plan. You do not receive the bonds until they are fully paid for. By withdrawing your share savings you are definitely borrowing on your insurance.

Two simple plans for buying bonds are shown below. These may be varied to suit your convenience.

The Credit Union buys your bond for cash and you buy from the Credit Union in instalments. Your bond is insured immediately. and in event of death, your estate receives the bond fully paid up, even if you have not yet paid one instalment.

PLAN 1

(One year to pay)
You pay \$9 per month for 11 months and \$4.15 the 12th month - a total of \$103.15.

PLAN 2

(6 months to pay)
You pay \$17 per month for 5 months and \$16.75 the 6th month - a total of \$101.75.

The above figures show, for convenience, the cost of \$100.00 bond. Bonds of other denominations may be figured proportionately.
(Produced by the Educational Committee of the Hamilton Municipal Employees' Credit Union Limited.)

CIVIC EMPLOYEES' WAR FINNACE COMMITTEE

April 30th., 1945.

INVEST IN THE BEST

Dear Member:-

At the end of the first week of this campaign, we have passed the half way mark and attained approximately 60% of our total objective.

To date, ten departments have reached or exceeded their objective. We expect to have a report showing the standing of all departments at our meeting Tuesday, May 1st., at 4: P.M.

On our programme will be:-

ADDRESS

Captain H.T. Carson M.C.

MOVIE

"Report on German Morale."
"Year of Achievement."

Please turn in your draw tickets for Bond drawing.

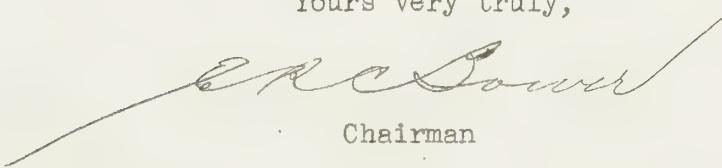
BOARD OF CONTROL ROOM

TUESDAY MAY 1st

4: P.M.

Yours very truly,

JD.


Chairman

To meeting held in
library

Madam President and Ladies:

As I write this to you, the war in Europe draws ever closer to victory for the allied armies. Looking back on the last five years of war, and realizing the tragedy it has brought to the world and, I have no doubt, to many in this audience, we have the profound satisfaction of knowing that we have all exerted those efforts which have helped our Canadian boys. There has never been a Victory Loan campaign which has not been over subscribed by the people of Hamilton, and the women of this City have to a high degree made this possible.

The tremendous financial cost of war will not cease with the announcement of Germany's defeat. The machinery cannot stop instantaneously. We have loaned our money to the Government to send our forces overseas, and to equip, maintain and protect them. Now we must loan our money again for a number of purposes: To maintain those forces, which will be required in Europe for some time to come; to put into motion the machinery which will bring tens of thousands of Canadian boys back to us, involving their maintenance, their transportation and subsequent rehabilitation until they are absorbed into civil life again. The wounded will have to be cared for, for a long time to come. These lads will need every medical care and skill that we can give them. There is also the expenditure involved for our Country in maintaining our Navy and Air Force in the Pacific, until Japan is conquered.

Our obligations are not over. Thousands of men will pay the cruel cost of war for the rest of their lives, and you and I must continue our responsibilities as citizens of Canada.

I need hardly point out to you that from a selfish standpoint the loans are first class security, which in themselves have been providing a nest-egg for Canadian families against the future.

Will you please, once again, as women of this community, use your influence wherever you can, to stress the importance of Hamilton going over the top in this hour of Victory? Will you make it your personal business to see that the greatest possible amount of savings is made available from your household in the coming campaign?

"NORA-FRANCES HENDERSON"

Chairman,
Women's Publicity Committee



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R 971.063 VIC
The Victory cavalcade
1945.

CESC 1225130

Special Collections
Hamilton Public Library

"It's easy to save the payroll way"

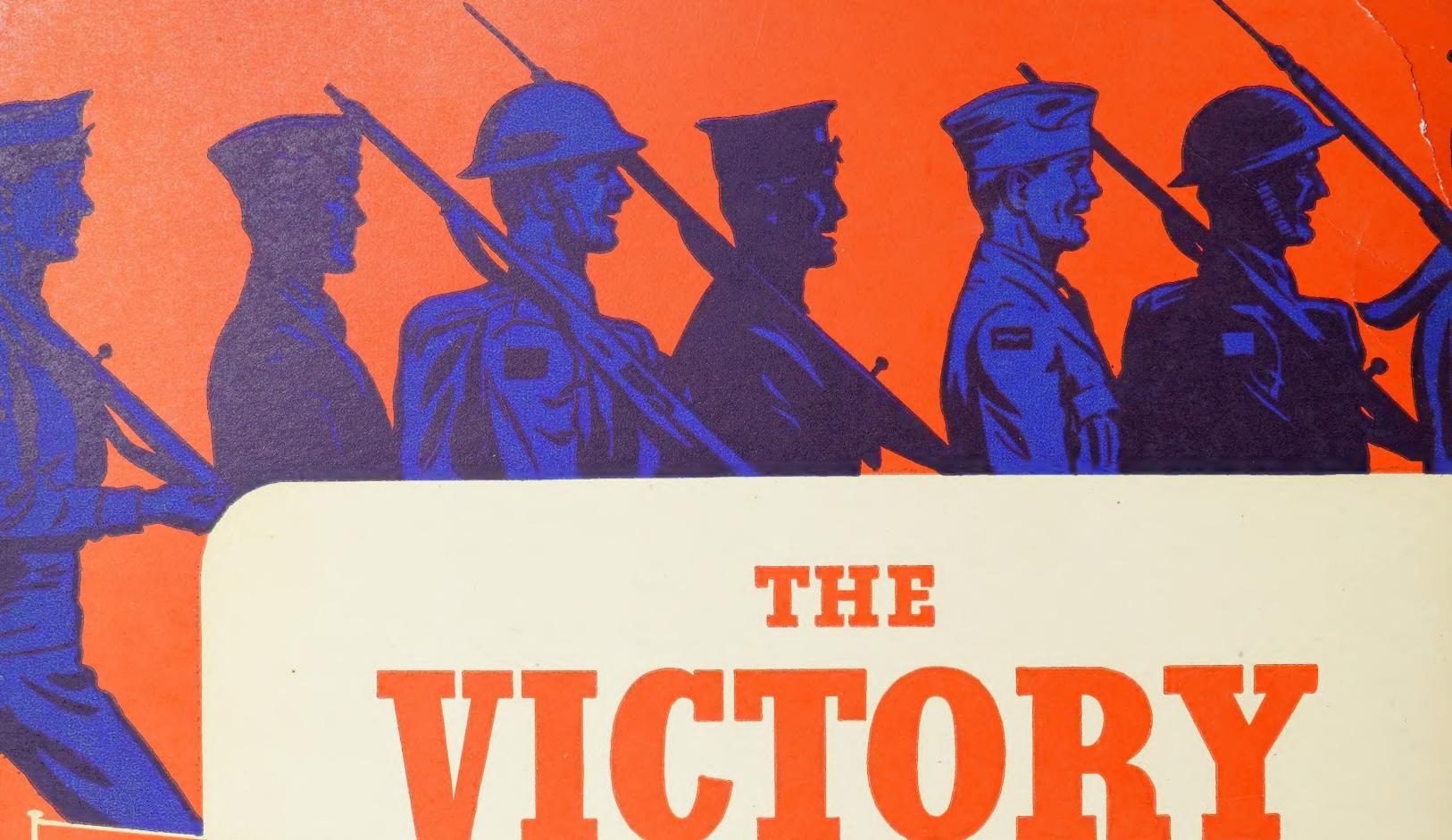
IN 6 MONTHS..

56c. PER DAY BUYS \$100 VICTORY BOND

84c. PER DAY BUYS \$150 VICTORY BOND

\$1.12 PER DAY BUYS \$200 VICTORY BOND

\$1.68 PER DAY BUYS \$300 VICTORY BOND



THE
**VICTORY
CAVALCADE**



EIGHTH
VICTORY
LOAN

WAR FINANCE WORKERS'
SALES KIT

1^{ST.} LOAN
ABOVE THE
QUOTA

2^{ND.} LOAN
OVER THE
TOP

3^{RD.} LOAN
HUGE SUCCESS

4^{TH.} LOAN
A RECORD